

**9 INNINGS**  
**9 PLAYERS**

**9 servings of fruits and vegetables**

**a day for better health.**

**Attention Editors:** Enclosed please find vital stats and winning ideas from the National Cancer Institute to help American men lead healthy, active lifestyles.



*Collect them all!*



# It's spring training. For every American man.

This year, we want the fans to become players. Instead of just doing the spectator thing — kicking back and eating junk food — the National Cancer Institute is asking all American men to report to “Personal Spring Training.” This program encourages men and boys to take a more proactive role in their health by eating more fruits and vegetables and getting more physical activity.

## THE WINNING LINE-UP:

**Eat 9 A Day every day.** That's 9 servings of fruits and vegetables a day for men as part of a healthy, active lifestyle.

**Get more physical activity.** That can mean walking, running, playing ball or catch with the kids. The recommendation for men is 30 minutes of moderate-intensity activity a day, most days of the week; boys should get 60 minutes.

## Not so fan-tastic facts:

- ★ **96%** of men don't know they need to eat 9 servings of fruits and vegetables a day as part of an active lifestyle.<sup>2</sup>
- ★ **71%** of men are not getting enough physical activity each day to keep themselves healthy.<sup>1</sup>
- ★ **38%** of men follow baseball regularly, yet only 9% actually play baseball or softball themselves.<sup>1</sup>

Eating 9 A Day is one of the easiest things men can do to fuel up for the day, while reducing their risk of several cancers and other health conditions. Enclosed are health stats on the current standings of men's health, as well as information you can provide to get men in the swing of things. **Need more? Please contact Emily Golin at 202/973-1389 or [emily.golin@porternovelli.com](mailto:emily.golin@porternovelli.com).**

*He's the  
average*  
★ALL★  
**AMERICAN  
MAN**



*He's the  
average*  
★ALL★  
**AMERICAN  
BOY**



**And they both could use a little coaching.**

*Collect them all!*





# **They're watching too much TV. And not eating enough fruits and veggies.**

This trend applies to both generations. More and more adults and kids are watching more and participating less. (Not to mention eating less healthfully.) It's time fathers and sons told each other to "turn off the TV and go outside and play."

**Research shows both adults and children spend much more time watching television than being physically active:**

- Whether a man is in his 20s, 30s, or 40s, it's likely he's only getting about 17 minutes of physical activity throughout the course of a typical day, but watching more than two hours of TV.<sup>1</sup>
- Kids are watching even more television — an average of two and a half hours a day.<sup>3</sup> And almost a third (31%) of kids ages 9 to 13 aren't getting enough activity for good health, while another quarter (23%) don't get any activity at all in their free time.<sup>4</sup>

**Another health habit dad is likely to share with his kids is eating too few fruits and vegetables:**

- The average man is likely to eat only 4½ servings of fruits and vegetables a day, half of the 9 servings recommended for active men.<sup>2</sup>
- The average 9- to 12-year-old boy is doing even worse, eating only 3.3 servings a day when he should be eating 7 a day.<sup>1</sup>
- The average teen boy eats only 3½ servings of fruits a vegetables a day, when he should be eating 9 a day.<sup>1</sup>

*Average*  
**ALL★AMERICAN**  
*Man*



He needs to find his "A" game.

*Collect them all!*



# **STRIKE 1:**

## **Too little physical activity.**

# **STRIKE 2:**

## **Not enough fruits and veggies.**

There isn't going to be a strike three. We know where the average man is, we know where he needs to be, and we have the game plan for getting him there.

### **COMPLETE STATS FOR THE AVERAGE JOE AND IDEAL JOE:**

	Average Joe	Ideal Joe	Change Needed
Height <sup>1</sup>	5' 9"	5' 9"*	0
Weight <sup>1</sup>	191 lbs.	Less than 170 lbs.	-21 lbs.
Body Mass Index (BMI) <sup>1</sup>	28	18.5 -24.9	-3.1
Fruit and vegetable servings per day <sup>2</sup>	4.5	9	+4.5
Minutes of physical activity per day <sup>1</sup>	17	30	+13
Saturated fat per day <sup>6</sup>	37g	<27 g	-10 g
Calories per day <sup>6</sup>	2745	2425	-320

\*Ideal height is set as average height, and ideal weight and BMI scores are based on this height

# *Average* **ALL★AMERICAN** *Boy*

*He's young  
and full of  
potential*



**But he needs to play catch up.**

*Collect them all!*



# Our scouts are looking out for the Little Leaguers.

Boys today aren't scoring as high as they could be when it comes to fruits and vegetables. The same goes for their physical activity levels. But we're out to put their health on the offense.

## COMPLETE STATS FOR THE AVERAGE PRE-TEEN AND TEENAGER:

	Avg. 9-12 boy	Ideal 9-12 boy	Change Needed	Avg. 13-18 teen boy	Ideal 13-18 teen boy	Change Needed
Fruit and vegetable servings eaten per day <sup>1</sup>	3.3	7	+3.7	3.5	9	+5.5
Days per week getting at least 20 minutes of vigorous physical activity <sup>1*</sup>	3.7	5 to 7	+1.3 to +3.3	3.4	5 to 7	+1.6 to +3.6
Saturated fat per day <sup>6</sup>	27 g	<19 g	-8 g	<32.5 g	<25 g	-7.5 g
Calories per day <sup>6</sup>	1897	1726	-171	2376	2223	-153

**\*Note: The Centers for Disease Control and Prevention recommends that boys get 60 minutes of moderate-intensity activity a day.**





*Fathers*

*and*

*Sons*

**It's all about  
teamwork.**

*Collect them all!*



# **Healthier families. That's the winning plan.**

Dads have the power to coach their children about eating like an MVP. If dads eat more fruits and vegetables, kids will too! Kids like eating fruits and vegetables, so make sure there are plenty around.

## **Here's how dads can help their kids to eat more fruits and vegetables:**

- Be a healthy role model by eating lots of fruits and vegetables as snacks and with your meals.
- Cap baseball or softball practice with at least two servings of fruits and vegetables. Oranges, apples, bananas, grapes, peaches, plums, strawberries, blueberries, nectarines, baby carrots, and cherry tomatoes are easy to carry. French fries won't even get you on base — they're a complete strike out.
- Hold a healthy competition. Challenge family members to reach their daily fruit and vegetable goal. Whoever does the best gets a prize, like a new baseball jersey or a glove.

## **The family that plays together...**

- Children ages 5 to 12 need at least 60 minutes of physical activity a day, according to the Centers for Disease Control and Prevention (CDC).
- Encourage your kids to take part in some healthy extracurricular activities. With 7,178 Little Leagues worldwide, there's bound to be a team in your neighborhood. While Little League is a great way to incorporate physical activity into your child's life, there are many other ways to lead a healthier, active lifestyle, including playing a game of tag in the front yard, swimming at the local pool, and taking a long walk.

**Turn the average Joe into an MVP.**



*Get your  
winning fruit  
and vegetable  
program,  
right here!*

*Collect them all!*



# A healthy diet should fit like a glove.

While many men are shocked when they hear “9,” seeing is believing. A typical serving should fit in the palm of your hand. For example, a serving is ½ cup of cut-up vegetables, fruit, or cooked beans, 1 cup of salad greens, 1 medium piece of fruit, ¼ cup dried fruit, or ¾ cup of 100% juice.

This personal spring training guide has been designed to help demonstrate just how easy it can be to reach the 9 A Day goal. One week of the guide is shown below as an example; the full 4-week plan can be downloaded at [www.9aday.cancer.gov/springmediakit/](http://www.9aday.cancer.gov/springmediakit/).

## GETTING STARTED — ONE WEEK EXAMPLE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Fill your omelet or eggs with veggies like spinach, tomatoes, onions, peppers, and mushrooms.	Drink a glass of 100% juice with breakfast, such as orange or tomato juice.	Snack on raw veggies like broccoli, carrots, or cauliflower with low-fat dip.	Eat at least 2 vegetables with dinner tonight.	Add a banana or strawberries to your breakfast.	Have a salad with lunch.	Have a bowl of fresh fruit with breakfast.

Download the complete 4-week plan at [www.9aday.cancer.gov/springmediakit/](http://www.9aday.cancer.gov/springmediakit/).





Turn the average Joe into an MVP.

Get your  
winning  
physical activity  
game plan,  
*right here!*

Collect them all!



# Walk. Run. Catch. Throw. Swing. Play. You get the idea.

There are 1,440 minutes in every day... schedule 30 of them for physical activity. Regular activity can fit into anyone's daily routine. It doesn't have to mean a trip to the gym — in fact, just walking can benefit your health. How much should you walk? The Surgeon General's guideline is 10,000 steps a day but, if that sounds like a lot, you can work up to it gradually. Buy a pedometer, a small, inexpensive device you can clip to your belt, and measure how many steps you take.

This guide has been designed to help. One week of the guide is included below as an example; the full 4-week plan can be downloaded at [www.9aday.cancer.gov/springmediakit/](http://www.9aday.cancer.gov/springmediakit/).

## GETTING STARTED — ONE WEEK EXAMPLE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Park farther away from the store, or walk to the store if possible.	Use the stairs instead of the elevator or escalator.	Take an after-dinner walk with a family member, friend, or pet.	Walk over to your co-workers instead of calling them.	Instead of a coffee break, get some fresh air and take a walking break.	Keep comfortable shoes in your car or office so that you'll always be ready for a walk or jog.	Tackle home repair or gardening projects.

Download the complete 4-week plan at [www.9aday.cancer.gov/springmediakit/](http://www.9aday.cancer.gov/springmediakit/).

# *They're major league*

**THEY'RE  
HEALTHY**

**THEY'RE  
YUMMY**



**And they're part of 9 A Day.**

*Collect them all!*



# Eat to win.

## OUT-OF-THE-PARK ASPARAGUS WITH CREAMY FETA DIP

Enjoy these asparagus spears at home or pack them for a game. This recipe provides two servings of vegetables for each person. (Serves 4)

1½ pounds asparagus  
Juice of 1 lemon (about ¼ cup), divided  
⅓ cup low-fat ranch or Caesar dressing  
¼ cup chopped green onion  
¼ cup finely crumbled feta cheese  
Freshly ground black pepper

Fill a medium pot with 2 inches of water; place on stove, cover, and turn heat to high. Cut off asparagus ends. Place asparagus in pot. Cook just until ends are tender, 4 to 8 minutes depending on their thickness. Meanwhile, prepare a bowl of ice and water. Remove asparagus from boiling water and transfer to ice water. Once cool, drain and dress with 3 tablespoons lemon juice.

For the dip, stir together remaining lemon juice with salad dressing, green onion and feta cheese in a small serving bowl, and top with freshly ground black pepper.

### Nutritional Analysis

Calories: 117  
Fat: 7 gm  
Saturated Fat: 2 gm  
Carbohydrates: 11 gm  
Sodium: 311 mg  
Dietary Fiber: 4 gm

## BASES-LOADED MINI-PIZZAS

These four mini-pizzas are loaded with vegetables — each one features a veggie “star” and provides at least two servings of vegetables for each person. (Serves 6)

1½ cups spaghetti sauce  
½ cup sliced red onion  
2 tablespoons roasted, minced garlic (from a jar)  
2 tablespoons chopped fresh basil  
4 (5-inch) pre-baked pizza crusts or thin focaccia rounds  
½ cup chopped broccoli florets  
2 roma tomatoes, sliced thinly  
1 small green bell pepper, seeded and sliced into rings  
1 small red bell pepper, seeded and sliced into rings  
¾ cup low-fat mozzarella cheese

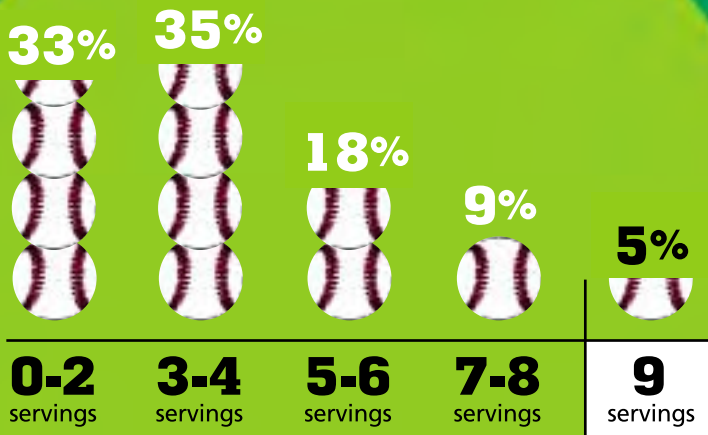
Preheat oven to 475° F. Combine spaghetti sauce, red onion, garlic, and basil. Divide among pizza crusts and spread nearly to edges. Top one pizza with broccoli, one with tomatoes, one with green pepper, and one with red pepper. Sprinkle all with cheese. Bake on a pizza stone or foil-lined baking sheet for 10 to 12 minutes, until cheese is bubbly and browning. Cut into wedges and serve.

### Nutritional Analysis

Calories: 148  
Fat: 4.7 gm  
Saturated Fat: 2.2 gm  
Carbohydrates: 19 gm  
Sodium: 400 mg  
Dietary Fiber: 3 gm

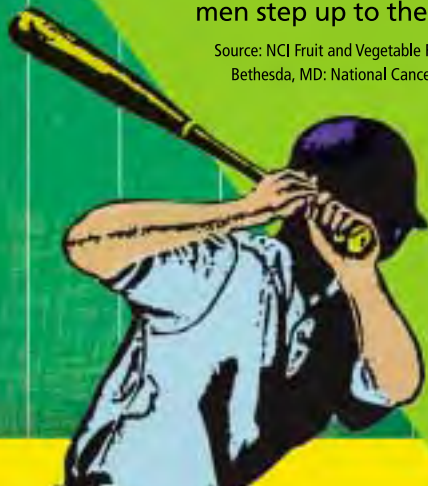


**American men—your batting average needs a boost.**



The National Cancer Institute recommends that men eat 9 servings of fruits and vegetables a day as part of a healthy, active lifestyle. Yet only 5% of men are batting a thousand. It's time more American men step up to the plate.

Source: NCI Fruit and Vegetable Fall Omnibus Survey: 2003.  
Bethesda, MD: National Cancer Institute.



*Collect them all!*



# Hit a 9 A Day homer.

It's easy with these tips.

## At the ballpark:

- Bring baked tortilla chips with black bean salsa, veggies and low-fat dip, or cut-up fruit to snack on.
- If you buy food at the ballpark, look for healthy options, such as big green salads, fruit cups, fresh pieces of fruit, and 100% fruit or vegetable juice.

## Watching the game at home:

- Steer away from high-fat, high-sodium snacks and choose those that score big in both nutrition and taste. Try raw broccoli florets, bell pepper strips, baby corn, and baby carrots, served with a ready-made, low-fat dip or dressing.

## As post-practice snacks:

- Drink  $\frac{3}{4}$  cup of 100% orange or pineapple juice. To make a thirst-quenching cooler, mix  $\frac{3}{4}$  cup of juice with  $\frac{3}{4}$  cup club soda or sugar-free seltzer water.
- Grab a few slices of oranges, watermelon, or melon — all of these sweet and savory treats are filled with water to help re-hydrate your body!

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1. Porter Novelli (2003). [Styles Database]. Note: The median number of minutes of physical activity for men is 17.1 minutes.
  2. NCI Fruit and Vegetable Fall Omnibus Survey: 2003. Bethesda, MD: National Cancer Institute.
  3. Woodward, E. H. & Gridina, N. (2000). Media in the home, 2000, the fifth annual survey of parents and children [Electronic version]. The Annenberg Policy Center, 7, 1-41. Note: The study provides parental reports of television viewing habits among youth ages 2-17. Annenberg Policy Center.
  4. Centers for Disease Control and Prevention (2003, August 22). Youth Media Campaign Longitudinal Survey. Monthly vital statistics report; vol 52 no 33, 755-788. Atlanta, GA: U.S. Department of Health and Human Services.
  5. U.S. Department of Agriculture, Agricultural Research Service. (1998). 1994-96 Continuing Survey of Food Intakes by Individuals and 1994-96 Diet and Health Knowledge Survey [Pyramid Servings Data Table Set 9]. National Technical Information Service, Springfield, VA. Note: The data presents average fruit and vegetable consumption, not including white potatoes.
  6. National Health and Nutrition Examination Survey 1999-2000. Hyattsville, MD: Department of Health and Human Services. Note: The survey categorizes Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein, and Amino Acids." The ideal levels referenced are for 'low-active' individuals.